(b) and (c) The Government have decided to increase the advertisement rates of DAVP with effect from April 1, 1995. DAVP have also been told to settle the pending advertisement bills expiditionsly.

Export potential of Indian films

3441. SHRI RAMDAS AGARWAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Indian films account for about one.fifth of the world's total production but India's presence in the international market is only 0.1 per cent as reported in a news item published in the Hindustan Times dated 3rd April, 1995;

(b) if so, the reasons therefor and the steps taken by I & B Ministry to exploit the export potential of Indain films and other entertainment software which are not only popular abroad but also in great demand;

(c) whether Government have any proposal to convert the National Film and Development Corporation (NFDC) into a film export Promotion Council instead of its playing the role of a cultural patron apart from its collaboration with Doordarshan for Co-production of a large number of films with Doordarshan;

(d) whether NFDC's direct export of films from Rs. 208.18 lakh in 1992-93 declined to Rs. 133.25 lakh in 1993-94 and video cassette marketing showed a decline by 50 per cent as compared to previous year; and

(e) if so, what steps/action have been taken by Government for greater overseas sale of video rights of films and exploring new markets such as TV channels, Pay TV, Satellite Broadcasts and Cable TV etc?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) No authentic statistics in this regard are available. It is, however, understood that these estimates published in a news items in the Hindustan Times are based on information from trade magazines.

(b) The Government of India has decanalised the export of films from 14-9-91 to remove any constraints on their successful exploitation abroad.

(c) The proposal to accord NFDC the status of an Export Promotion Council (EPC) for films has not materialised so far due to Government's policy to phase out financial support to EPCs.

(d) and (e) Yes, Sir. It is true that the NFDC's film exports have declined from Rs. 208.18 lakhs in 1992-93 to Rs. 133.25 lakhs in 1993-94.. This is due to decanalisation. However, total export of films from the country have increased from Rs. 16 crores in 1991-92, before decanalisation to Rs. 22 crores in 1993-94. It is also a fact that marketing of video cassettes by NFDC has declined due to technological advances to allow viewers other options to video cassettes like foreign satellite chanenls, cable TV etc.

मध्य प्रदेश और बिहार में दूरदर्शन नेटवर्क

3442. **श्री अजीत जोगी :**

क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) मध्य प्रदेश तथा बिहार में दूरदर्शन प्रसारण के अन्तर्गत न आने वाले क्षेत्रों के नाम क्या हैं ;

(ख) क्या सरकार को बिहार में और अधिक क्षेत्रों को दूरदर्शन प्रसारण के अधीन लाने के लिए कोई अभ्यावेदन प्राप्त हुआ है ; और

(ग) यदि हां, तो सरकार ने इस संबंध में क्या कदम उठाये हैं ?